

MEMORANDUM FOR: Chief, Special Projects Staff, OCS

7 January 1955

SUBJECT: Expose of Soviet Materialism

1. It is suggested that the current Soviet adoption and distortion of a Biblical phrase to explain the non-emergency character of the post-Stalin agricultural and consumer goods program affords a dramatic illustration of the offensive materialism of the whole socialist system which could be used as the nuclear idea of a Western propaganda motif.

2. The distorted use of the phrase seems to have been initiated by Khrushchev in replying to an inquiry from British scholar Bernal (released by TASS on 23 December 1954) as to whether the new Soviet agricultural policy was forced by crisis and the failure of the collective farm system. Khrushchev insisted that there was no crisis, that the population had plenty of bread, but that "man does not live by bread alone." As he continues, however, Khrushchev makes clear that man's other requirements are not spiritual values, but "delicacies in the shops," pork sausages, wool, sugar, vegetables, and consumer goods.

3. In the following two weeks the misapplied Biblical precept has come to the tip of important tongues in the Soviet orbit, and seems likely to become a popular catch-phrase. Voroshilov echoes it in his unprecedented New Year's Day article published in the Peking PEOPLE'S DAILY and in PRAVDA. PRAVDA uses it in its New Year's Day editorial. Soviet radio audiences have now heard it some 120 times in aggregate. It would be surprising if it is not picked up in routine propaganda all over the Orbit.

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Assistant Director for Operations

AMW:PKE:JW
7 January 1955

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